PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. Howard Goldfrach DATE: May 8, 1984

FROM: Cathy Loh

SUBJECT: Merit Kings Box Test Market

Houston and Tidewater have been selected for testing Merit Kings Box based on the strength of total box packings and Merit. The pertinent information for the two markets is listed below.

SDI'S
(3 Months Ending 1/84)

	Houston	Tidewater
Total Box	125	92
Marlboro Red Box	120	108
Box (Less Marlboro)	128	83
Total Merit	89	120
Merit Kings	78	116
% of Industry	1.8	0.5

If you have any questions, please call.

Cathy Loh

CL/mb
cc: R. Fitzmaurice
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Source: https://www.industrydocuments.ucsf.edu/docs/ynwm0004